



U.S. DEPARTMENT OF COMMERCE
Bureau of the Census
Recruiting Bulletin

ISSUE DATE: March 18, 2009
CLOSING DATE: Open Continuously

Recruiting Bulletin No. 29-09-DEC-053
Regional Census Center
Atlanta, Georgia

Special Note: Applications will be accepted continuously and referred lists created as needed.

MEDIA SPECIALIST BILINGUAL English/Spanish

Salary Range:

GG-0301-07: \$ 38,117 - \$ 52,317
GG-0301-09: \$ 46,625 - \$ 63,993
GG-0301-11: \$ 56,411 - \$ 77,419
GG-0301-12: \$ 67,613 - \$ 92,795

NUMBER OF POSITIONS: Few

EXCEPTED SERVICE APPOINTMENT: This is a Schedule A time-limited appointment NTE 09/25/2010. Extensions beyond 09/25/2010 will be determined based on continuing work needs.

AREAS OF CONSIDERATION: All US Citizens who reside in the State of Florida

DUTIES: The Media Specialist is responsible for the media relations activities within the assigned regional office over the course of the 2010 Census from building media partnerships to assisting in motivating cooperation for enumerator visits during the Non-Response Follow-Up (NRFU) operation. The Media Specialist plays a key role in providing counsel to regional office management on public and media reaction to census policies, programs and activities and to ensure a continuous information flow between the media and the Census Bureau in order to generate positive news coverage. Overall, the Media Specialist will establish partnerships with local affiliates of national media organizations placing a high emphasis on building and solidifying partnerships with news media to promote and support 2010 Census efforts. This includes:

- Implementing regional media strategies in concert with the national media strategy.
- Placing stories that raise public awareness of the importance of the census and generates positive news coverage of the 2010 Census within the assigned regional office area. In doing this, the incumbent establishes and maintains effective working relationships with representatives of local and regional media.

- Coordinating and conducting media interviews and press conferences.
- Producing customized regional and state-specific media products and holding briefings for local and regional media outlets (especially minority media.)

QUALIFICATIONS: Applicants are responsible for insuring that the application submitted clearly indicates that they meet the qualifications listed below. To be eligible for this position, you must have the specialized experience or education indicated below or a combination of both:

GG-0301-07: Applicants must have the experience or education indicated below or a combination.

You must have one year of specialized experience equivalent to the grade 05 level in the Federal service. Specialized experience is experience explaining non-technical information or providing on-the-job training on regulations, policies, or procedures to others or at briefings, meetings, conferences, or hearings **OR** experience in providing instructions or coaching others in athletic, leisure, or community activities, helping customers, clients, or members of the public who were hostile or upset; and/or handling customer complaints or providing instructions to customers or the public either in writing or by telephone.

EDUCATION: Bachelor's degree in any area with Superior Academic Achievement **OR** one full year of graduate education directly related to the position that provided the applicant with the knowledge of speech communication; broadcast journalism; print journalism; creative writing; public administration; advertising; composition; mass communication or mass media; public relations techniques; or radio, television, and film production.

GG-0301-09: Applicants must have the experience or education indicated below or a combination.

You must have one year of specialized experience equivalent to the grade 07 level in the Federal service. Specialized experience is experience applying communication principles, methods, techniques for the development of campaigns **OR** experience in editing technical material for targeted audience **OR** experience interacting and dealing with the public including media, state, and local government officials, community, businesses, and organization program officers.

EDUCATION: Two full years of graduate education or master's degree directly related to the position that provided knowledge of broadcast journalism; print journalism; creative writing; public administration; advertising; composition; mass communication or mass media; public relations techniques; or radio, television, and film production.

GG-0301-11: Applicants must have the experience or education indicated below or a combination.

You must have one year of specialized experience equivalent to the grade 09 level in the Federal service. Specialized experience is experience applying analytical techniques and

interpersonal relations in dealing effectively with targeted audience; analyzing the views and opinions from organizations and developing recommendations for stimulating interest in activities.

EDUCATION: Three full years of graduate education or the Ph.D., directly related to the position that provided the knowledge of speech communication; broadcast journalism; creative writing; public administration; advertising; mass communication or mass media; public relations techniques; or radio, television, and film production.

GG-0301-12: Applicants must have the experience indicated below.

You must have one year of specialized experience equivalent to the grade 11 level in the Federal service. Specialized experience is work experience conducting public affairs programs involving public information community relations activities and seeking cooperation; and presenting information to internal and external groups to inform them of program objectives and activities.

Education: No substitution of education for experience is permitted.

SELECTIVE FACTOR: This position requires the possession of a specialized knowledge, skill, and/or ability. Applicants **MUST** submit a separate, individual statement addressing the Selective Factor. Candidates will be evaluated on the extent and quality of their knowledge, skill and/or ability in meeting this factor. **Only applicants who show evidence of meeting the following will be considered for this position.**

1. Ability to Speak, Read **AND** Write in fluent Spanish.

AND

Applicants MUST respond to the evaluation criteria statements in writing.

EVALUATION CRITERIA: Candidates will be evaluated on the extent and quality of their experience, education, and accomplishments as related to the following elements. **To be considered, applicants must submit a separate, individual statement addressing each of the following.**

1. Experience in developing and nurturing productive partnerships with regional and local media outlets.
2. Experience in developing media materials to publicize a program through regional and local media outlets.
3. Experience in arranging and conducting press conferences, press briefings, editorial board meetings, and interviews with the media for the purpose of explaining and publicizing a program.

You may qualify for a position based on your education, experience, or a combination of both.

For further information on this vacancy you may contact, **Sandra Bryant, Administrative Specialist, 404-332-2734.**

HOW TO APPLY: Each applicant must submit a separate application for each grade level you are applying for. Each applicant must submit a completed Optional Application for Federal Employment, OF-612, a resume, or a SF-171, Application for Federal Employment (this form is obsolete but may be used), for this grade level, listing your work duties and accomplishments relating to the job for which you are applying. List your work duties and accomplishments relating to the job for which you are applying. The following information is needed to evaluate your qualifications and determine if you meet legal requirements for Federal employment. Failure to provide this information may result in loss of consideration.

Each applicant must submit a written statement identifying the county of their residence.

Each applicant must also submit a completed OF-306 Declaration of Federal Employment.

- Recruiting Bulletin number, title, and lowest grade acceptable
- Full name, mailing address (including zip code) and day and evening phone numbers (with area code).
- Social Security number
- Country of citizenship (this Federal job requires U.S. citizenship).
- Veteran's Preference – Applicants claiming 10-point veteran's preference MUST submit the SF-15, Application for 10-Point Veteran Preference, with the required proof (i.e., statement from the Department of Veterans Affairs) and the latest copy of the DD-214, Certificate of Release or Discharge from Active Duty. Applicants claiming 10-point preference who do not submit the required documentation will receive 5-point veteran's preference. Applicants claiming 5-point veteran's preference must submit a DD-214 to receive preference.
- Highest Federal civilian grade held (if applicable)
- Highest education level achieved. Specify: name, city, state, zip code (if known), date or expected date (month/year) of completion of degree requirements, type of degree received, and graduate of foreign universities must include proof of foreign education equivalency to an accredited U.S. college/university.

To qualify based on education, submit a copy of your college transcript, along with your application.

- Paid and non-paid work experience related to the position. For each work experience

Include: job title, series/grade (if Federal employment), duties and accomplishments, employer's name and address, supervisor's name and address, starting and ending dates,

hours per week, salary, and indicate if we may contact your current supervisor/employer.

- Job-related: training courses (title and year), skills (e.g., other languages, typing speed, computer software/hardware, tools, etc.), certificates/licenses (current), and honors, awards, and special accomplishments (e.g., publications, memberships in professional societies, etc.).

- Use of any Government agency envelopes to file job application is a violation of Federal

laws and regulations. Applications submitted in Government envelopes or via Government FAX machines will not be accepted.

Individuals with a disability may request reasonable accommodations by calling 404-332-2734.

Relocation will not be paid.

Complete application package must be received by the closing date of the bulletin and submitted to:

**U.S. Census Bureau
Atlanta Regional Census Center
285 Peachtree Center Ave. NE
Marquis Tower II
Suite 1100
Atlanta, GA 30303**

ATTN: Sandra Bryant, Administrative Specialist

APPLICATION DEADLINE: There is no closing deadline for this vacancy. Referral lists will be generated as needed. **Faxed applications will NOT be considered. Emailed applications will NOT be considered.**

CONDITIONS OF EMPLOYMENT:

- This is a Mixed-Tour work schedule that may be changed from full-time, part-time, or intermittent to accommodate fluctuating workloads.**
- Candidates selected for these positions must sign agreements outlining the conditions of employment prior to the appointment.**
- You will be required to complete a Declaration of Federal Employment (OF-306) to determine your suitability for Federal employment and to authorize a background investigation. You will also be required to sign and certify the accuracy of all the information in you application. If you make false statement in any part of your application, you may not be hired; or you may be fired after you begin; or you may be fined or jailed.**
- Public law requires all new appointees to present proof of identity and employment eligibility (e.g., U.S. citizenship).**

**THE U.S. DEPARTMENT OF COMMERCE IS AN
EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER**

ALL QUALIFIED APPLICANTS WILL BE CONSIDERED REGARDLESS OF AGE, RACE, COLOR, SEX, CREED, NATIONAL ORIGIN, LAWFUL POLITICAL AFFILIATION, DISABILITY, MARITAL STATUS, AFFILIATION WITH AN EMPLOYEE ORGANIZATION, SEXUAL ORIENTATION, OR OTHER NON-MERIT FACTOR.